

WHAT IS CLAIMED IS:

1. A system for inserting alert based information into broadcast programming over a program distribution network comprising:
 - 5 a program distributor (18) that transmits the broadcast programming over the program distribution network;
 - a network fabric (20), coupled to the program distributor (18), used for transmitting data from the program distributor, wherein
 - 10 the program distributor (18) receives the alert based information and converts the alert from a first format to a second format compatible with the programming broadcasted via the network fabric; and
 - the program distributor (18) inserts the converted alert into the broadcast programming via the network fabric (20).
- 15 2. The system of Claim 1, wherein the converted alert and the programming broadcasted via the network fabric are capable of being rendered on at least one of: a display device and an audio based device.
3. The system of Claim 1, wherein the alert message received is an audible
20 based message that is converted into data capable of being broadcasted over the network fabric for rendering on an audio device.
4. The system of Claim 1, wherein the program distributor adds supplemental information to the alert based information for broadcast; the supplemental information
25 selected is based on data in the alert based information.
5. The system of Claim 4, wherein the supplemental information selected is determined by the geographic region corresponding to the alert based information and the alert class of the alert based information.
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6. The system of Claim 5, wherein the alert class is at least one of: an alert related to weather, an alert related to terrorist activity, and an alert related to a missing person.
- 35 7. A method for inserting alert based information into broadcast programming over a program distribution network comprising the steps of:
 - receiving an alert message in a proprietary format (510);

translating the alert message from the proprietary format into a second format compatible with a broadcast signal used for transmitting the broadcast programming (520); and

5 transmitting the translated alert message with the broadcast programming (530).

8. The method of Claim 6, wherein the alert message received is an audible based message that is converted in data capable of being broadcasted over the network fabric for rendering on an audio device.

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9. The method of Claim 6, wherein supplemental information is added to the alert message; the supplemental information selected is based on data in the alert based information.

15 10. The method of Claim 8, wherein the supplemental information selected is determined by the geographic region corresponding to the alert based information and the alert class of the alert based information.

20 11. The method of Claim 6, wherein the programming is broadcasted in an MPEG compatible data stream.

12. A method for translating a received alert message into a format capable of being broadcasted as part of a data stream comprising the steps of:

25 transmitting broadcast programming in an MPEG-2 compatible data stream (510);

receiving the alert message in a proprietary format (520); and

converting the alert message into data that is inserted into packets used for transmitting the MPEG-2 compatible data stream (530).

30 13. The method of Claim 12, wherein the converted alert message is identified by a PID corresponding to an alert message.

35 14. The method of Claim 12, wherein the alert message received is an audible based message that is converted into data capable of being broadcasted over the network fabric for rendering on an audio device.

15. The method of Claim 12, wherein supplemental information is added to the

alert message; the supplemental information selected is based on data in the alert based information.

- 5 16. The method of Claim 15, wherein the supplemental information selected is determined by the geographic region corresponding to the alert based information and the alert class of the alert based information.